

**CITY OF HOLLYWOOD, FLORIDA  
DEPARTMENT OF DEVELOPMENT SERVICES  
DIVISION OF PLANNING AND URBAN DESIGN**

**DATE:** September 21, 2021 **FILE:** 20-DP-40

**TO:** Planning and Development Board

**VIA:** Leslie A. Del Monte, Planning Manager

**FROM:** Alexandra Guerrero, Principal Planner

**SUBJECT:** S&B ENT, LLC requests Design and Site plan approval for a 44 unit residential development (Polk Street Apartments I).

**REQUEST**

Design and Site plan approval for a 44 unit residential development (Polk Street Apartments I).

**RECOMMENDATION**

**Design:** Approval, with the condition the applicant continue to work with Staff to fully screen the parking area, specifically on the east and west façades; no vehicle light spillage is permitted. Screening shall be applied to entire openings, not just portions of.

**Site Plan:** Approval, if Design is granted and with the condition that the Applicant provide a Unity of Title, Unity of Control or a Declarations of Restrictions, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

**REQUEST**

The subject property is approximately a three quarters of an acre in size, with a Land Use designation of Regional Activity Center (RAC) and a Zoning designation of Transitional Core (TC-1) and Multi-family Residential Core (MC-1). The current use of the property is single- and multi-family residential.

The four story building (approximately 40 feet) will consist of 44 units; 1 bedroom/1.5 bathroom units. As encouraged by the Master Plan the building fronts the street and is oriented to provide direct pedestrian access and give definition to the urban form; additionally a lobby area is provided for active uses. The roof top provides access to several amenities, including a pool and a gym. The design is traditional combined with Florida vernacular elements, using simple rectilinear lines with protruding balconies. The neutral paint palette and varying materials, such as smooth and scored stucco, porcelain cladding, metal awnings, and aluminum railings are used to further emphasize the geometric language. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the

streetscape along Polk Street. In addition, parking is located at grade under the building as well as across the street; the parking lot across the street proposes landscape and fencing for screening. The Applicant has worked with Staff to ensure that all applicable regulations are met; as such the proposed site plan is consistent with code.

**Owner/Applicant:** S&B ENT, LLC  
**Address/Location:** 2718, 2720 & 2723 Polk Street  
**Net Area of Property:** 30,000 sq. ft. (0.69 acres)  
**Land Use:** Regional Activity Center (RAC)  
**Zoning:** Transitional Core (TC-1) / Multi-family Residential Core (MC-1)  
**Existing Use of Land:** Multi-family & Single Family Residential

#### **ADJACENT LAND USE**

**North:** Regional Activity Center (RAC)  
**South:** Regional Activity Center (RAC)  
**East:** Regional Activity Center (RAC)  
**West:** Regional Activity Center (RAC)

#### **ADJACENT ZONING**

**North:** Multi-family Residential Core (MC-1)  
**South:** Retail Core (RC-1)  
**East:** Transitional Core (TC-1) / Multi-family Residential Core (MC-1)  
**West:** Transitional Core (TC-1) / Multi-family Residential Core (MC-1)

#### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

Located within the Regional Activity Center (RAC), the subject site is surrounded by commercial, single family residential, multi-family residential, and institutional uses. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.* Redevelopment of this site will increase the availability of residential inventory and expand the mixture of uses in the area; serving the adjacent community as well as the region.

**Objective 4:** *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

**Objective 5:** *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

**Policy 5.16:** *Foster Economic Development through creative land use, zoning and development regulations, City services, and City policies.*

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 3, defined by Dixie Highway to the east, I-95 to the west, Stirling Road to the north and Pembroke Road to the south. This area includes residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central. The proposed request is consistent with City-Wide Master Plan based upon the following:

**Guiding Principle:** *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

**Policy 3.6:** *Provide regulations to increase buffering between residential and commercial uses.*

**Policy CW.44:** *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

**Policy 6.7:** *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment*

## APPLICABLE CRITERIA

**Analysis of Criteria and Findings for Design** as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.

**CRITERIA 1:** *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.

**ANALYSIS:** The design is traditional combined with Florida vernacular elements, using simple rectilinear lines with protruding balconies. The neutral paint palette and varying materials, such as smooth and scored stucco, porcelain cladding, metal awnings, and aluminum railings are used to further emphasize the geometric language. The building fronts the street and is oriented to provide direct pedestrian access and give definition to the urban form. Orienting buildings toward the street further supports the intent of the Regional Activity Center to encourage redevelopment or development which facilitate multi-use and mixed-use development, encourage mass transit, reduce the need of automobile travel, provide incentives for quality development, and give definition to the urban form. In addition to the stated materials, Staff has conditioned **that the Applicant continue to work with Staff to fully screen the parking area, specifically on the east and west façades; no vehicle light spillage is permitted. Screening shall be applied to entire openings, not just portions of.**

**FINDING:** Consistent, with the aforementioned condition.

**CRITERIA 2:** *Compatibility.* The harmonious relationship between existing architectural language and composition and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures, and the surrounding neighborhood; and with the established and adopted vision for the area.

**ANALYSIS:** The Design Guidelines state new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows, doors and balconies bear some relationship to neighboring buildings and maintain some resemblance of compatibility. There is no predominant architectural style along this corridor. The proposed project would introduce a traditional design combined with Florida vernacular elements along the corridor, while still respecting spatial relationship between neighboring properties that results in a compatible and cohesive project.

**FINDING:** Consistent.

**CRITERIA 3:** *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures; and with the established and adopted vision for the area. Building geometries shall reflect a simple composition of basic architectural details in relation to its length, width, height lot coverage, and setting of the structure in context with adjacent buildings.

**ANALYSIS:** The proposed four story building is approximately 40 feet in height. The surrounding buildings are comprised of single-family homes and multi-residential buildings, many of which are older building stock. Adjacent buildings are composed of single and two-story buildings; as such the proposed scale and height is consistent with the vision of the Regional Activity Center to accommodate denser development within the City. Therefore the proposed design is compatible with existing surrounding structures, as well as, reinforcing the desired architectural typology for future redevelopment within the neighborhood.

**FINDING:** Consistent.

**CRITERIA 4:** *Landscaping.* Landscaped areas should contain a variety of native and other compatible plant types and forms, and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

**ANALYSIS:** The Applicant has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The landscape design improves the streetscape along Polk Street, while also providing privacy screening between adjacent properties. In addition, parking is located at grade under the building as well as across the street; the parking lot across the street proposes landscape and fencing for screening.

**FINDING:** Consistent.

**SITE PLAN**

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations on August 12, 2021. Therefore, staff recommends approval, if the Design is granted.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.
  
- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.
  - 1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.
  
  - 2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.
  
- C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:
  - 1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.

2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.

3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner so as to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.

4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.

6. Handicapped Accessibility shall be provided as required by all applicable regulations.

D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to insure the adequate provision, use and compatibility of necessary community services and utilities.

1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.

2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.

3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to insure the safety of all persons within the project.

E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:

1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.

2. All buildings and structures shall be designed and oriented in a manner insuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.

3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.

- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

#### **ATTACHMENTS**

- Attachment A: Application Package
- Attachment B: Land Use and Zoning Map
- Attachment C: Civic Association Correspondence